



Faculty of Business
Digital Marketing Program Curriculum (2023/2024)
Graduation Requirements 132 Credit Hours

I - University Requirements (24) Credit Hours				
A- Compulsory Courses (18) Credit Hours				
Article No.	Course Title	CH	PR	TM
100103	Military Sciences*	3	-	E
1401116	Islamic Education	3	-	E
1401123	Communication skills (Arabic 1)**	3	1401099	E
1401124	Communication skills (English 1)**	3	1401098	E
1401146	Entrepreneurship and innovation	1	concurrent	E
1401147	Leadership and social accountability	1		E
1401148	Life skills	1		E
1401150	National Education *	3	-	E

B - Elective Courses (6) Credit Hours				
501114	Palestinian Cause & Contemp. Arab History	3	-	E
1211110	Art Education	3	-	E
1401118	Ethics in Islam	3	-	E
1401126	Human Rights	3	-	E
1401127	Environmental Development	3	-	E
1401130	Sports and Health	3	-	E
1401131	Introduction to sociology	3	-	E
1401151	Campus Life Ethics	3	-	E
1401221	Foreign Languages	3	-	E
1401223	Communication skills (Arabic 2)	3	1401123	E
1401224	Communication skills (English 2)	3	1401124	E
1501127	Green Energy	3	-	E
1501128	Communication & Social Media Technology	3	-	E
1501136	Traffic Safety	3	-	E
1501154	Health Education	3	-	E
1501163	Introduction to the future	3	-	E
1501164	Digital Skills	3	-	E

II - Free Course (3) Credit Hours				
		3		

III - Faculty Requirements (18) Credit Hours				
303101	Principles of Accounting (1)	3	-	F
403101	Principles of Management (1)	3	-	B
404101	Intr. to Economic Sciences	3	-	B
404201	Financial Management	3	-	B
408103	Computer Skills	3	1501099	B
410101	Principles of Marketing	3	-	B

IV - Major Requirements (87) Credit Hours				
A- Compulsory Courses (81) Credit Hours				
Article No.	Course Title	CH	PR	TM
403110	Scientific Research Methodology	3	-	B
404102	Principles of Statistics (for Business Students E)	3	-	B
404103	Math (for Business Students E)	3	-	B
408105	Intr. to management information system E	3	-	B
408331	E-Business E	3	403101	F
410202	Consumer Behavior	3	410101	F
410210	Services Marketing	3	410101	F
410222	Sales Management	3	403101+410101	B
410305	Product Planning & Development	3	410101	F
410322	Marketing Management	3	410101	F
410347	Marketing Information System	3	410101	B
410437	Customer Relationship Management	3	410322	F
410444	Marketing Research	3	410101+403110	F
410452	International Marketing	3	410101	F
410498	Applied Research	3	Passing 99 C.H	B
414101	Introduction to Digital Marketing	3	410101	B
414223	Communication Skills and Technologies	3	-	F
414226	Integrated Digital Marketing Communications	3	414101 + 414223	B
414310	Social Media Marketing	3	414101 + 414223	B
414320	Fundamentals of Website Development and Design	3	408103	F
414398	Field Training in Digital Marketing	3	Passing 90 C.H	B
414404	Electronic Distribution Channels	3	414101	F
414406	Online Pricing Policies	3	414101	F
414420	Electronic Tourism Marketing	3	410210	F
414443	Digital Marketing Strategies	3	410322	F
414450	Contemporary Issues in Digital Marketing and Technologies	3	410305	B
601121	Principles of Commercial Law	3	-	B

B - Elective Courses (6) Credit Hours				
402217	Operation Research E	3	403101	F
402410	Business Communications E	3	403101	F
408308	Knowledge Management	3	403101	F
410330	Industrial Marketing	3	410101	F
410407	Practical Applications in Advertising	3	414226	F
410413	Social Marketing	3	410101	F
410436	Branding Management	3	410101 + 601121	F
410438	Green Marketing	3	410101	F
414313	Electronic Financial Services Marketing	3	414101 + 410210	F
414335	Electronic Retailing Management	3	414101	F
414336	Mobile Marketing	3	414226	F
414337	Search engine optimization	3	414101	F
415330	Electronic financial and banking services	3	-	F

*Non Jordanian students may study two other courses of the study plan instead of (Military Science) and (National Education).
**All students are subject to the level exams in Arabic Language, English Language and Computer skills. Anyone who fails to succeed in any of these exams has to register in the Remedial Course (099).

TM (Teaching Method):
E: Electronic
B: Blended
F: Face to Face